WHAT IS CLAIMED IS:

1. A process for reducing the cold flow of a polymer having repeating units derived from at least one C_4 to C_7 isomonoolefin monomer, at least one C_4 to C_{14} multiolefin monomer and optionally further monomers comprising the step of admixing a C_4 to C_7 isomonoolefin monomer andat least one C_4 to C_{14} multiolefin monomer and optionally further monomers in the presence of a catalyst system and optionally an organic nitro compound, wherein the amount of repeating units derived from at least one multiolefin monomer in the polymer is more than 2.0 mol%.

2. A method according to Claim 1, wherein in the amount of repeating units derived from the multiolefin monomer(s) in the polymer more than 2.5 mol%.

3. A method according to Claim 1, wherein the polymer is halogenated.

4. The method according to Claim 1 wherein the C_4 to C_7 monoolefin is selected from the group consisting of isobutylene, 2-methyl-1-butene, 3-methyl-1-butene, 2-methyl-2-butene, 4-methyl-1-pentene and mixtures thereof.

5. The method according to Claim 1, wherein the C_4 to C_{14} multiolefin monomer(s) is selected from the group consisting of isoprene, butadiene, 2-methylbutadiene, 2,4-dimethylbutadiene, piperyline, 3-methyl-1,3-pentadiene, 2,4-hexadiene, 2-neopentylbutadiene, 2-methly-1,5-hexadiene, 2,5-dimethly-2,4-hexadiene, 2-methyl-1,4-pentadiene, 2-methyl-1,6-heptadiene, cyclopenta-diene, methylcyclopentadiene, cyclohexadiene, 1-vinyl-cyclohexadiene or mixtures thereof.

6. The method according to Claim 5, wherein the C_4 to C_{14} multiolefin monomer(s) is isoprene.

7. The method according to Claim 1, wherein the catalyst comprises a dialkylaluminum halide, a monoalkylaluminum dihalide and at least one of a member selected from the group consisting of water, aluminoxane and mixtures thereof.

8. The method according to Claim 1, wherein the optional further monomer is selected from the group consisting of p-methylstyrene, styrene, α-methylstyrene, p-chlorostyrene, p-methoxystyrene, indene, indene derivatives and mixtures thereof.